



## KENTUCKY COMMERCE CABINET

**Ernie Fletcher**  
Governor

Capital Plaza Tower, 24th Floor  
500 Mero Street  
Frankfort, Kentucky 40601  
Phone (502) 564-4270  
Fax (502) 564-1512  
[www.commerce.ky.gov](http://www.commerce.ky.gov)

**W. James Host**  
Secretary

Dear Kentucky Leader:

I'm inviting you to partner with **Forbes** Magazine and the Commonwealth of Kentucky to create a powerful promotional section aimed at **attracting business, investment, meetings and tourism to Kentucky**. Here are the details:

The *Kentucky* section will appear in the December 12, 2005 collector's edition issue and will reach more than 4.7 million Forbes Magazine readers, including the world's most influential corporate leaders. The collector's issue is the most-read and most-kept issue of the year. I have kept these collector's editions for years, and in fact, it is the only business publication I regularly save year round.

No other state will be showcased this way in this issue of Forbes. Kentucky will have the exclusive attention of the country's top decision-makers.

The *Kentucky* section will tout the Commonwealth's "Success Stories" to the nation's most influential business and tourism leaders. That includes highlighting the state's economic development benefits and recent tax law changes that make Kentucky much more competitive now than surrounding states.

The *Kentucky* section will showcase quality of life issues that attract the best and the brightest to the state. Each of the state's nine tourism regions will highlight the attractions that demonstrate that Kentucky is the perfect place to do business, to visit, to live and to raise a family.

The *Kentucky* section will stay in the hands of influential business and tourism executives for years. We will distribute thousands of reprints to prospective business and tourism executives well past the initial publication date. In addition, your organization will receive exposure on the Forbes.com Web site, including a hotlink to your own site.

All advertisers in the *Kentucky* section will have the opportunity to personally meet and hear from **Steve Forbes**, president and editor-in chief of Forbes Magazine. Governor Fletcher will host a special event in December for Mr. Forbes, and you will receive an invitation.

**Space in the *Kentucky* section is extremely limited, so I urge you to act immediately.**

Full-page rates are available at \$78,000 **net**, compared with normal Forbes page rates of \$117,290 gross.

Other packages are available offering special rates for 2/3, 1/2 and 1/3 page sponsorships. Please see the attached information sheets for further details.

You can guarantee your spot by reviewing the sponsorship options included with this letter, then filling out the enclosed insertion form. Should you have questions, feel free to contact me at 502-564-4270.

This opportunity has not presented itself in Kentucky for years. I hope you'll be able to take advantage of it. I look forward to your participation.

Sincerely,

W. James Host

# Don't miss your chance to be in Forbes magazine.

In December 2005, Forbes magazine will produce **Kentucky Unbridled Spirit**, a special advertising section for its annual Collector's Guide issue. This special section will promote Kentucky as a rich climate for business. Aimed at Forbes' powerful and highly influential readers, this section is a prime platform from which Kentucky-based companies, out-of-state corporations with Kentucky offices and top executives can attract business investment and quality workers. Being a part of this section is more affordable than you may imagine.

Plus, every sponsor will be invited to meet Steve Forbes, president and editor-in-chief of Forbes, at a December event hosted by Governor Ernie Fletcher. Don't miss out. Reserve your spot today as a sponsor.

## Your Sponsorship Means Heightened Growth for Kentucky and Incredible Exposure for You

- The Kentucky section will reach more than **4.9 million Forbes magazine readers**, including some of the world's most influential corporate leaders.
- As part of the December 26 Forbes Collector's Guide, your message will be part of one of the **most-read and most-kept** issues of the year.



- **No other state** will be featured this way in this issue.

- The Kentucky section will highlight the state's economic development benefits and recent tax law changes, making the state **more competitive** in attracting new business.

- Quality of life issues that **attract top employees** to your company will be showcased in each of the state's nine tourism regions.

Forbes readership source: MRI Spring 2005

## Value-Added Benefits From Forbes, the Economic Development Leader

Beyond reaching top business leaders and affluent investors through your sponsorship message, you'll also benefit from:

- **Long-Term Exposure for Your Message**  
The state of Kentucky will receive and distribute thousands of section reprints – keeping your message in front of readers long after December.
- **Web Exposure via Forbes.com**  
The section text will appear online on [www.forbes.com/specialsections](http://www.forbes.com/specialsections) for six months, featuring hotlinks to your own Web site.
- **Reader Service Leads**  
Sponsors can be listed in the section's Web Address Directory to encourage readers to request product and company information.
- **Section Reprints**  
Each sponsor will be offered up to 100 reprints (per ad page).

### ISSUE:

The Forbes Collector's Guide will be distributed to subscribers on December 12, 2005

### CLOSING DATE:

October 10, 2005

### AD MATERIALS DUE:

October 31, 2005

## With Forbes, You Get Access to an Audience of Top Corporate Decision Makers

- 350,000 are involved in purchasing convention or meeting sites for their company
- 336,000 are the CEO, COO, CFO or CIO of their company
- 825,000 are top managers
- 705,000 are top managers who make business purchase decisions
- 540,000 are involved in purchasing property/group insurance, real estate/plant sites or heavy machinery/equipment for their company

Sources: MRI Fall 2004, top management = top 8 job titles; Mendelsohn 2004 Affluent Survey; MRI Spring 2004



“Kentucky is strategically positioned to attract businesses looking to expand and invest. We welcome your participation in presenting our ‘Kentucky success story.’”

*Ernie Fletcher*

Governor Ernie Fletcher



# A Great Way to Sell Kentucky

## Sponsorship Option #1: Regular Advertising Units

**Bonus:** Purchase a full page or larger ad at the Kentucky rate and receive a one-third-page CEO profile unit, compliments of the state of Kentucky (see description in Option 2).

Sponsor's Ad Unit	Forbes Open Rate	Kentucky Section Rate (Net)
<b>Four Color</b>		
One Page	\$91,570	<b>\$78,000</b>
2/3 Page	68,370	<b>58,100</b>
1/2 Page	54,940	<b>46,700</b>
1/3 Page	35,400	<b>30,000</b>
<b>Two Color (Black + One Color)</b>		
One Page	\$77,850	<b>\$66,100</b>
2/3 Page	58,130	<b>49,400</b>
1/2 Page	46,700	<b>31,700</b>
1/3 Page	30,110	<b>20,400</b>
<b>Black &amp; White</b>		
One Page	\$62,260	<b>\$52,900</b>
2/3 Page	46,500	<b>39,500</b>
1/2 Page	37,370	<b>31,700</b>
1/3 Page	24,080	<b>20,400</b>

Add 15% for bleed.

## Sponsorship Option #2: One-Third-Page CEO Profile Unit

### Cost: \$30,000 net

Have your top executive tell Forbes readers what makes your organization an irrefutable asset to the state while highlighting your products, services, expertise and investment potential. Please e-mail 150 words of text, a color photo of your top executive and a color logo to Allison Lurker (alurker@forbes.com) by October 31, 2005. Please make sure that all graphics are 300 DPI EPS files.

## Sponsorship Option #3: One-Sixth-Page CEO Profile Unit

### Cost: \$17,000 net

A cost-effective way to concisely tell Forbes readers your organization's success story in your own words. Please e-mail 70 words of text and either a color logo or photo to Allison Lurker by October 31, 2005. Please make sure that all graphics are 300 DPI EPS files.

**Please fax insertion orders to New West at (502) 891-2514.  
Send a copy of the insertion order and digital ad materials to:**

**Michelle Ciulla**

Advertising Production Department, Forbes Magazine  
60 Fifth Avenue  
New York, NY 10011  
(212) 620-2218

For digital ad specifications, go to [www.forbesmedia.com](http://www.forbesmedia.com).



**Kentucky**  
UNBRIDLED SPIRIT™

**For More Information,  
Please Contact:**

**Jim Wall**

Sales Representative  
Forbes Magazine  
(312) 819-3604  
(312) 861-0268 fax  
jwall@forbes.com

**Peter Malloy**

Director of Economic Development  
Forbes Magazine  
(212) 620-2224  
(212) 206-5109 fax  
pmalloy@forbes.com

**Joe Lilly**

Senior VP, New West  
(502) 891-2546  
(502) 891-2514 fax  
jlilly@newwestagency.com

Or your Forbes representative.

**Forbes®**

# SPONSOR FORM

## KENTUCKY SECTION IN FORBES

Page 1 of 2

Insertion Order Deadline	Subscriber Delivery Date:
October 10, 2005	December 12, 2005

FAX IMMEDIATELY TO JOE LILLY, NEW WEST, AT 502-891-2514  
DIRECT ALL INQUIRIES TO JIM WALL (312-819-3604),  
PETER MALLOY (212-620-2224), JOE LILLY (502-891-2546)

Sponsor: \_\_\_\_\_

FOR RATES AND MATERIAL REQUIREMENTS: Please refer to the Kentucky flyer or contact the person listed above. Material requirements can be found on [www.forbesmedia.com](http://www.forbesmedia.com)

### OPTION 1:

**Display Advertising** (See brochures for special Kentucky rates)

**Size/Color/Rate:** \_\_\_\_\_ (Add 15% for bleed)  
(please specify whether rate is net or gross)

### OPTION 2:

**CEO Profile Unit** (check one)

☐ 1/3-page page profile unit (includes one photo, 125-150 words text/commentary & one logo)

☐ 1/6-page page profile unit (includes one photo or logo & 70 words text/commentary)

**MATERIALS DUE DATE: October 31, 2005**

**OPTION 1: AD MATERIALS REQUIREMENTS - GO TO [WWW.FORBESMEDIA.COM](http://WWW.FORBESMEDIA.COM)**

**OPTION 2: PROFILE UNIT MATERIALS REQUIREMENTS**

Please carefully review the attached brochure for information regarding text and photo needs. If you need further assistance, please contact Alison Lurker at (212) 620-2446 or [alurker@forbes.com](mailto:alurker@forbes.com)

**SEND AD MATERIALS TO:**

Michelle Ciulla (re: Kentucky Section)  
FORBES Magazine  
60 Fifth Avenue  
New York, NY 10011  
Phone: (212) 620-2218  
Email: [mciulla@forbes.com](mailto:mciulla@forbes.com)

**SEND PROFILE UNIT MATERIALS TO:**

Alison Lurker (re: Kentucky Section)  
FORBES Magazine  
60 Fifth Avenue  
New York, NY 10011  
Phone: (212) 620-2446  
Email: [alurker@forbes.com](mailto:alurker@forbes.com)

# SPONSOR FORM

**KENTUCKY SECTION IN FORBES**

Page 2 of 2

## Billing Information:

Billing Contact

Company (or Agency)

Address

City, State & Zip Code

Phone:

Fax:

## Production Information:

Materials Contact

Company (or Agency)

Phone:

Email:

## Reprint Information:

Would you like reprints?(circle):

Yes, 100 free

Yes, other amount \_\_\_\_\_  
(at cost)

No

Ship to:

Name

Title

Address (Cannot ship to P.O. Boxes)

City, State & Zip Code

Phone:

Fax:

## WEB ADDRESS DIRECTORY LISTING

Name of organization exactly as it should appear in listing

Website address for listing

Toll-Free Phone number for listing (optional)

Sponsor Signature \_\_\_\_\_

Date \_\_\_\_\_

Forbes Sales Representative Signature \_\_\_\_\_

Date \_\_\_\_\_